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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1 - 14 (canceled)

Claim 15 (new): A method for providing a radio with prerecorded messages for programmed playback comprising the steps of:

providing with the radio, a storage and playback device including a microcontroller, an audio information storage circuit and a playback circuit;

storing in the storage and playback device at least one prerecorded message and message particulars associated with the at least one prerecorded message;

receiving broadcast radio audio and playing the broadcast radio audio over a speaker connected to the radio; and

the microcontroller periodically causing the at least one prerecorded message to be played over the speaker connected to

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the radio, based on the stored message particulars associated with the at least one prerecorded message.

Claim 16 (new): The method of claim 15, wherein the stored message particulars include at least one of:

a) how often the at least one prerecorded message is to be played,

b) the length of time for which the at least one prerecorded message is to be played,

c) the hour of day at which the at least one prerecorded message is to be played, and

d) on which day or days the at least one prerecorded message is to be played;

Claim 17 (new): The method of claim 15, including the step of storing in the audio information storage circuit at least a second prerecorded message and message particulars associated with the at least a second prerecorded message, said microcontroller additionally determining, based on said message particulars associated with the at least one

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prerecorded message and the at least a second prerecorded message, which prerecorded message is to be played.

Claim 18 (new): The method of claim 15, wherein at least one of the radio and the storage and playback device includes an RDS separator for recovering data from a broadcast RDS signal, the playing of the at least one prerecorded message being additionally determined by the microcontroller based upon data recovered from the broadcast RDS signal and at least one of the message particulars associated with the at least one prerecorded message.

Claim 19 (new): The method of claim 15, wherein the radio includes a radio demodulator and a radio audio amplifier and the storage and playback device is connected between the radio demodulator and the radio audio amplifier, the broadcast radio signal being additionally provided from the radio demodulator to the storage and playback device, the storage and playback device interleaving at least a portion of the at least one of the prerecorded messages into the broadcast radio signal received from the demodulator.

Claim 20 (new): The method of claim 19, which further includes interleaving at least one of the prerecorded messages into the signal from the demodulator portion of the radio.

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Claim 21 (new): The method of claim 20, wherein the at least one of the prerecorded messages plays with the received broadcast.

Claim 22 (new): The method of claim 20 wherein the at least one of the prerecorded messages plays instead of the received broadcast.

Claim 23 (new): The method of claim 15, which further includes the steps of:

detecting an RDS commercial in a received radio broadcast; and
replacing the broadcast RDS commercial with the at least one prerecorded message stored in the storage and playback device.

Claim 24 (new): An apparatus adapted to be connected to a radio comprising:

a storage and playback device connected between a demodulator and an audio amplifier of said radio; and

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a timer to automatically initiate periodic playback of at least one prerecorded message by the storage and playback device.

Claim 25 (new): The apparatus of claim 24, wherein said storage and playback circuit includes a microcontroller.

Claim 26 (new): The apparatus of claim 25, wherein said storage and playback circuit includes an audio integrated circuit.

Claim 27 (new): The apparatus of claim 26, wherein said radio includes an RDS separator connected to said microcontroller, said microcontroller being connected to said audio integrated circuit.

Claim 28 (new): The apparatus of claim 27, wherein said RDS separator receive a signal from an IF amplifier and from said demodulator, and said audio integrated circuit receives a signal from said demodulator.

Claim 29 (new): The apparatus of claim 24, wherein said periodic playback by said storage and playback device interrupts and replaces a portion of a received radio broadcast with said at least one prerecorded message.

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Claim 30 (new): The apparatus of claim 24, wherein said timer includes a microcontroller running a host program to automatically detect broadcasting of a regular commercial message and to periodically initiate substitution of the regular commercial message by said storage and playback circuit of said at least one prerecorded message.

Claim 31 (new): A method for providing a radio with at least one prerecorded message for automatic programmed playback comprising the steps of:

receiving a radio broadcast and playing at least a portion of the received radio broadcast;

determining whether an RDS signal is associated with the radio broadcast;

upon determining that an RDS signal is present and detecting a regular programmed commercial in the received radio broadcast, automatically playing the at least one prerecorded message instead; and

otherwise periodically playing the at least one prerecorded message instead of the portion of the received radio broadcast

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based on at least one message particular stored in the radio with the at least one prerecorded message, the at least one message particular being associated with the at least one prerecorded message.

Claim 32 (new): The method of claim 31, wherein the at least one stored message particular includes at least one of:

- a) how often the at least one prerecorded message is to be played,
- b) the length of time for which the at least one prerecorded message is to be played,
- c) the hour of day at which the at least one prerecorded message is to be played, and
- d) on which day or days the at least one prerecorded message is to be played.